

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter is divided into two subchapters. The first subchapter concludes this study. Meanwhile, the second subchapter presents suggestions for readers and future research.

5.1 Conclusions

This study is aimed at unveiling the ideologies that underlie Okezone and Tempo's news coverage of the issue of disputed quick count results, during the 2014 Indonesian presidential election. In addition, this study also attempts to expose the extent to which the news websites have influenced the readers' opinions and attitudes towards the issue. In order to achieve these aims, van Dijk's (2009) sociocognitive approach to CDA is used to analyze the news articles' context, macrostructures, local meanings, and formal structures.

The results show that Okezone seems to side with the Prabowo camp against the Jokowi camp. This is evident from the general strategy of negative-other presentation employed in the text. On the contrary, Tempo seems to support the Jokowi camp, as is evident from its negative evaluation of the Prabowo camp and positive attitudes towards the Jokowi camp. With regard to the ideological objectives of the two news websites, in general, it appears that the main objective of Okezone is to turn the readers against Jokowi and his supporters, by emphasizing 'their' bad attributes. On the other hand, the main goal of Tempo seems to be to garner support for Jokowi and his supporters, by emphasizing 'our' positive attributes and 'their' bad attributes.

The underlying political ideologies of Okezone and Tempo are also expressed in the more subtle ideological structures/strategies, which are implemented at all

levels of discourse. At the meso-level, the study finds that the news websites seem to consciously control date of publication, local setting, intended recipients, and news actors/speakers in order to defend ‘our’ political interest and threaten ‘theirs’. The political stance of the news websites is mostly evident from their control over news actors.

At the macro-level, the study finds that Okezone selects certain topics and subtopics that can highlight the negative properties of Jokowi’s camp. These (sub)topics include the violation of democracy, communism, electoral fraud, and political scenario. In contrast, Tempo chooses the topics and subtopics that applaud Jokowi’s camp, and downgrade the opposition. These (sub)topics include reliable pollsters and abal-abal pollsters.

At the micro-level, the analysis of local meanings reveal the strategy of actor description in both news websites. In Okezone, Prabowo’s camp is described positively, for instance, as a protector and democrat. On the contrary, Jokowi’s camp is presented negatively as a criminal and communist, among others. In Tempo, meanwhile, it is Jokowi’s camp that is portrayed positively as an honest and reliable group. Meanwhile, Prabowo’s camp is described as an unreliable group.

More subtle ideological strategies are expressed in the formal structures of the texts. In texts 1 and 2 (Okezone), the strategies that are used, overall, have the effect of emphasizing the negative attributes of Jokowi’s camp. However, the prominent strategies used to create this effect are different. Text 1 relies heavily on the strategy of authority, making a reference to KPU and electoral law to appear more credible. Text 2, meanwhile, depends on the strategy of victimization, showing that Prabowo camp has been treated unfairly. In texts 3 and 4 (Tempo), the strategies used have the effects of emphasizing the Jokowi camp’s good properties and the Prabowo camp’s bad properties. The most prominent strategy used in both texts is authority, quoting researchers to appear credible.

5.2 Suggestions

This study demonstrates that discourse is not neutral or unbiased, instead it is laden with ideologies. Thus, it is expected that this study can raise readers' critical awareness of discourse. However, even critical discourse analysis, as conducted in this study, cannot be free from subjectivity and, in some cases, bias. This is because when examining ideology-laden texts, critical discourse analysts also rely on their ideologies. In other words, what is considered wrong by some analysts, may be regarded as right by other analysts, and vice versa. What is important is that the analysts' stance or attitudes towards the issue being investigated should be based on social norms and international human rights (van Dijk, 2009).

Although this study has, to some extent, dealt with the three levels of discourse, there are still many discourse properties at each level which cannot be covered here, due to the limitation of time, space, and knowledge. Van Dijk (2001, p. 99) has argued that "a 'full' analysis of a short passage might take months and fill hundreds of pages. Complete discourse analysis of a large corpus of text or talk, is therefore totally out of question".